

Arable Farmer of the Year

This will be an arable farmer with the vision to adapt their business to the volatility of a global market - and the ability to tailor their production to the increasing environmental scrutiny of their consumers.

Complete your contact and business details on this form – and attach your achievements and plans for the following five areas. Then send them to *Farmers Weekly* at the address below.



sponsored by British Sugar

CONTACT DETAILS

Your name [individual/family name/farm name/business name] that you would like on the trophy if you win:

Job title/position:

Address:

Postcode:

Telephone (land line and mobile):

Email:

Website:

BUSINESS DETAILS

Company/Farm Name:

Area:

Cropping:

Other non-arable business(es):

Owner/Tenant/Contract:

Turnover and Profit:

(This information is in confidence and not for publication)

>>>> PLEASE ANSWER ALL THE QUESTIONS ON THE FOLLOWING PAGES<<<<

Send your entry to Farmers Weekly Awards, 3rd Floor LR, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to linda.kimberley@rbi.co.uk by **30 April 2012**

THE PROCESS

How do I enter?

1. Complete the entry form with your name, address and basic farm facts
2. Answer the questions in the six key areas outlined below
3. You are encouraged to attach supporting documentation to enhance your application, e.g. business plans, accounts, environmental/biodiversity audits/research etc.
4. Send your entry to Linda Kimberley, 3LR, Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to linda.kimberley@rbi.co.uk by **30 April 2012**
5. If you are posting an entry you must supply 3 copies of your entry.

How am I judged?

1. All entries will be judged on the below criteria
2. A shortlist of three entries will be selected from each category
3. The shortlist will be visited by a panel of judges during May, June or July. This visit will take a minimum of 3 hours.
4. A winner for each category will be selected after the on-farm judging visits and the winner's name will be revealed at the Awards Night on 4th October 2012
5. The overall winner will be selected by a panel of judges.

What are the rules?

1. The entrant and partner should be available to attend the Awards Night on 4th October 2012 at the London Grosvenor House
2. The judges will need to meet the person, or persons, named on the entry form during the farm judging visits which will take place during May, June or July
3. The finalists' stories, and their photographs, will appear in Farmers Weekly and its related products as well as local and national press
4. The winner receiving their trophy should be the person(s) named on the entry form

Data protection

By registering your details you indicate your consent for us to email you information about selected products, events and services from the FW Group, our parent company, our affiliated companies and from carefully chosen third parties unless you object to receiving such messages by ticking the boxes below: I do not want to receive other emails from:

- FW Group Parent Company
 Third Parties Affiliated Companies

PLEASE ANSWER THE BELOW QUESTIONS ON A SEPRATE DOCUMENT OR SHEETS OF PAPER AND ATTACH TO THE COMPLETED FRONT ENTRY FORM PAGE.

- 1. Business.** Describe how you have moved your business forward in the past five years and the achievements you have made, including cost control, investment, operational changes and profit growth.

- 2. Technical.** How are you managing your resources to deliver high quality crops at least cost – and improving profits, quality and efficiency?

- 3. Marketing.** What marketing strategies are you adopting to manage price, sell produce, and secure valuable market outlets? What working relationships do you have with staff, buyers, customers, processors, retailers and other farmers?

- 4. Social responsibility.** Environment/legislation/public/staff. Farming is increasingly being called to account over its role in environmental management and its place in society. Please outline what you are doing to help protect the environment – and communicate the valuable role that farming plays in today's society.

- 5. Leadership.** What's your vision? Farming needs leaders and visionaries. Are you one of them? You may be involved with the media, discussion groups, steering bodies, industry organisations or environmental groups.